TABLE IV

BROWN & WILLIAMSON

Brand	Philip Morris CO, mg/cigt.	TITL CO, mg/cigt.	PM-TITL Difference
Kool Super Lights 85	6.8	8.4	-1.6
Belair 85	8.9	10.2	-1.3
Belair 100	9.0	9.4	-0.4
Arctic Lights 85	9.5	9.2	+0.3
Viceroy Rich Lights 100	9.9	11.3	-1.4
Arctic Lights 100	10.0	10.5	-0.5
Viceroy Rich Lights 85	10.0	10.3	-0.3
Raleigh Lights 85	10.0	10.5	-0.5
Kool Super Lights 100	10.3	10.4	-0.1
Raleigh Lights 100	11.1	11.3	-0.2
Kool International 100 (Box)	11.5	10.1	+1.4
Kool Milds 100	12.3	12.8	-0.5
Kool Milds 85	*	13.4	-
Kool 80	16.0	16.0	0
Viceroy 85	16.4	16.9	-0.5
Raleigh 85	16.8	17.2	-0.4
Du Maurier 85	16.9	16.4	+0.5
Kool 100	17.2	16.8	+0.4
Raleigh 100	17.2	17.7	-0.5
Kool 85	17.3	16.9	+0.4
Max Menthol 120	17.3	15.9	+1.4
Max 120	17.5	15.8	+1.7
Viceroy 100	17.5	17.0	+0.5
NON-FILTERED BRANDS[1]			
Kool 70 (NF)	13.6	14.3	-0.7
Raleigh 85 (NF)	16.5	18.2	-1.7

*The CO delivery of Kool Milds 85 was lowered from 14.7 to 12.9 mg/cigt. due to increased dilution in 1979.

[1]Philip Morris data was obtained using the standard dental dam; TITL smoked non-filtered brands using sleeving.

Source: https://www.industrydocuments.ucsf.edu/docs/lzvl0001